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NEWS RELEASE
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**Safe Kids Announces Head Smart
Bike Rodeo, June 30, 2007**

Bring your bike and your helmet to the Head Smart Bike Rodeo! Saturday, June 30, from 10 a.m. – 12 noon, Safe Kids of the Magic Valley will be conducting a special event to promote bike safety and injury prevention at Team Con Paulos on Blue Lakes Blvd. in Twin Falls.

Kids may register to win a new bike, courtesy of Fred Meyer. It will be fun for the entire family, including complimentary Pepsi and hot dogs. Sponsors of the Head Smart Bike Rodeo include:

- Team Con Paulos
- Starley Leavitt Insurance Agency
- Falls Brand
- Fred Meyer
- KSAW-ABC
- Safe Kids of the Magic Valley

For more information, call the Safe Kids office at 737-2432.

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(News Editors: For more information call Jody Tremblay, Director of Community Relations at 737-2943.)